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AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

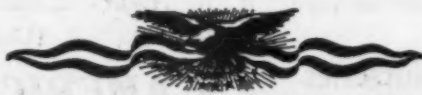
Vol. LIV No. 1

JULY 1, 1931

Per Copy 20c



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American Fruits Publishing Co.

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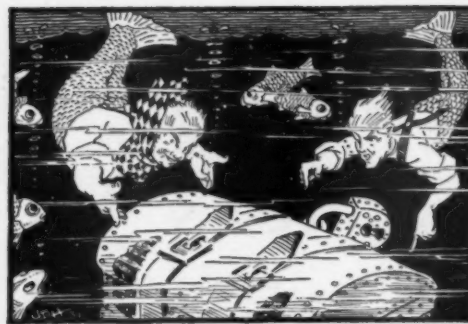
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AMERICAN NURSERYMAN
P. O. BOX 124
ROCHESTER, N. Y.

THIS PAGE REPRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1910, Will Hold Its Thirteenth Annual Meeting in Detroit, Mich., July 20, 1931—H. L. Haupt, Secretary, Hatboro, Pa.

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Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs.

California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal. Sept. 24-26, Watsonville.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—H. Lloyd Haupt, Secy., Hatboro, Pa.

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Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

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Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash. July 7-9, 1931: Tacoma Hotel, Tacoma, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rhode Island Nurserymen's Association—Chas. Kempenaar, secy., Portsmouth.

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Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

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South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex. 1931: Durant, Okla.

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Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

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AMERICAN NURSERYMAN ---- July 1, 1931

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

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This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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FALL -- 1931

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MAPLE, SOFT—Up to 4 inch

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AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LIV

ROCHESTER, N. Y., JULY 1, 1931

No. 1

Nurseryman Is Supplying Washington Elm Trees

Produced from Scions He Obtained from Famous Tree Under Which Washington Assumed Command of the Revolutionary Army in 1775

CELEBRATION of the two hundredth anniversary of the birth of the first president of the United States next year has caused greatly increased interest in dissemination of trees grown from scions of the famous Washington Elm in Cambridge, Mass. Numerous trees so grown have been planted, marked with bronze tablets, as memorials by Daughters of the American Revolution chapters and others.

Prominent in the distribution of trees from scions of the old Washington Elm is H. Roy Mosnat, Nurseryman, proprietor of the Mosnat Tree Co., grower of shade and ornamental trees, Morgan Park, Chicago, Ill. Said Mr. Mosnat last month to a representative of the *American Nurseryman*:

How the Scions Were Obtained

"The tree was an *Ulmus americana*, called in New England the rock or stone elm. I first saw the old tree the year of the Spanish-American War, when I first visited New England with my parents. Later I attended Harvard Law School one year and saw the old tree many times.

"When it was evident that the old tree was doomed, a leading landscape architect of Boston who knew of my work with elm trees arranged that I be supplied with twigs, and these were budded in the usual way.

"I have supplied these elms to Washington Park, Chicago; Lincoln Park, Chicago; state capitol grounds, Lansing, Mich.; two for state capitol grounds, Salt Lake City, Utah; Princeton University; Lowell Conservatory, Flagstaff, Ariz.; Daughters of American Revolution chapters; American Legion posts; Sons of American Revolution; school grounds; city parks, and so on.

"I have only a limited number. The cost of distribution is very high. Advertising is the only way to inform people of the trees and that is expensive. Price of the tree and bronze tablet therefor is \$25. My mother was a member of the D. A. R. chapter in Cedar Rapids, Ia. One of the trees was planted by that chapter. It is expected one will be planted on the new World's Fair grounds in Chicago soon. Three were recently planted by D. A. R. members in Rochester, N. Y."

The Parent Tree

History of the Washington Elm and descendants: "For close to two centuries a stately elm stood at the junction of Brattle and Garden streets, in the city of Cambridge, Mass. Opposite was the green carpet of Cambridge Common. On one side, and not far distant, rose the buildings of 'fair' Harvard. In the opposite direction stood the

Craigie House, the home of Gen. Craigie of Continental Army fame, and during the winter of 1775 the temporary home of George Washington and Mistress Martha.

Here, under that old elm, on July 3, 1775, Washington assumed command of the "rebels and farmers" that made up the American Army. Under that old elm nine thousand militiamen renewed their allegiance to the Colonies and to the new Commander-in-Chief.

That old elm was probably the most historic tree in America. Despite the skillful care of tree-surgeons, time and the elements made it necessary to remove the veteran elms years ago. Just previous to its removal a few cuttings were taken and entrusted to H. Roy Mosnat, elm tree specialist, who carefully propagated the scions and made plans to distribute a limited number of direct descendants of the Washington Elm to patriotic organizations, parks, schools, and public institutions."

Organizations Interested

Among the organizations that have purchased the trees and planted them with appropriate ceremonies are Beverly Hills Post, American Legion, Chicago; Daughters of the Revolution, Washington, D. C.; Essex Institute, Salem, Mass.; Princeton University, Princeton, N. J.; Military Academy, Valley Forge, Pa.

The trees are six to eight feet in height. The bronze tablet accompanying each is 5 x 8 inches and is inscribed "Under the parent of this tree Washington first took command of the American Army, July 3, 1775." In the case of the Beverly Post planting Mr. Mosnat made the address, in verse, explaining the history of the tree. Forty organizations had a part in the ceremonies.

Besides his specialty of elms, Mr. Mosnat has made a close study of the black walnut.

Arboretum at Women's College—Development of the arboretum at Connecticut College for Women, New London, Conn., was the subject of discussion and plans at a meeting last month. Delegates of Connecticut garden clubs met with the executive committee and made a tour of the Arboretum area. Clement Scott presented the plan of the arboretum to the guests who formally voted to cooperate with the executive committee in advancing and making known the plans. It was also voted to form a council of representatives of the garden clubs, other organizations and individuals to act as an advisory body.

Another Washington Landmark

A famous old tulip tree at Falls Church, Virginia, to which George Washington tethered his horse when he attended Sunday services, has been saved for future generations by the National Society of the Daughters of the American Revolution. The tree was chosen in accordance with the society's plan to preserve one historic tree each year.

The Washington tulip is said to be one of the oldest trees in the state of Virginia. Scientists of the Department of Agriculture estimate that it was at least one hundred years old when the first Falls Church was built in 1734. Records of the church show that Washington attended services there for many years and that he took an active part in building a new church on the same site in 1763. His interest in the church continued for many years thereafter.

Last year the D. A. R. selected the famous Land Office elm at Marietta, Ohio, for preservation. The tree received its name because it formerly shaded the land office where final settlements were made of Revolutionary War scrip, and allotments of bounty lands were made and plots recorded. The tree had become so badly decayed that twenty-eight cavity fillings had to be made in its trunk and limbs in order to restore its structural strength.

The trees which are selected by the D. A. R. for preservation are treated by tree surgeons whose services are donated by former Congressman Martin L. Davey, head of the Davey Institute of Tree Surgery.

American Rose Society

As we go to press the annual meeting of the American Rose Society is in progress at Hotel Syracuse, Syracuse, N. Y. Program features as scheduled are:

June 23—Directors meeting, 10 a. m.; dedication of the Mills Rose Garden extension, 2 p. m.; meeting of Syracuse Rose Society, 3 p. m.; annual meeting of American Rose Society, 8 p. m., addresses by Grace Tabor and others.

June 24—Pilgrimage to Auburn Rose Gardens; visit to Jackson & Perkins Co. Nurseries, Newark, N. Y.

Southern California Association of Nurserymen last month elected: President, T. E. Edwards, Roy Wilcox Nurseries, Montebello; vice-pres., J. D. Meriwether, San Fernando Nurseries; secy.-treas., M. L. Marshall, Rust Nurseries, Pasadena; executive secy., C. N. Kelter, Los Angeles.

Will be Close to Canada's Cool Woods and Lakes

When Nurserymen and Allied Tradesmen Gather in Detroit for Annual Convention

Three Important Business Sessions—Lively Entertainment Program Awaits

PROXIMITY to the Canadian border ought to prove a prime inducement for attendance at the Detroit convention of the American Association of Nurserymen during the week of July 20-23; for it affords not only easy access to Dominion attractions during convention week but also the opportunity quickly to reach Canadian woods and lakes at the close of the sessions for a vacation which former President Coolidge declares is needed by business executives this year more than in most times heretofore as necessary relaxation from effects of unusual concentration in commercial circles.

Arrangement and program committees have provided a highly attractive program.

The entertainment features are excellent. The business sessions also promise to be of unusual interest and importance.

The location of the convention and the unsurpassed facilities for transportation from every direction would in ordinary times insure an attendance as large as any the association has recorded; and, even in these times, it would seem that members of the association would strain a point in their desire to get together and talk over plans for renewed activity for the forthcoming fiscal year.

Especially should the exceptional advantages of automobile transportation in the heart of the country prove an incentive for attendance, since for hundreds of members the transportation costs would thus be reduced to the minimum; and, in any event, the railroad transportation costs would be comparatively small for the great body of the members residing in the central states.

The Detroit Garages, Inc., have issued special prices to Nurserymen for the convention period.

Rates are as follows for automobile stor-

age while in Detroit: Day storage, 75 cents; overnight parking up to 15 hours, \$1.00; twenty-four hour storage, \$1.25; weekly storage, \$7.00.

Detroit Garages, Inc., have five big downtown garages, one of which is one block from the Book-Cadillac Hotel.

ANOTHER CONVENTION GREETER



CHARLES SIZEMORE, Secretary
As He Will Appear When A. A. N. Members Gather in Detroit

The A. A. N. Committee on Arrangements is planning an Outdoor Living Room to be on exhibit for the week of the American Association of Nurserymen Convention, July 20-23, 1931.

This Outdoor Living Room will be in the Boulevard strip of Washington Avenue, just opposite the main entrance to the Book-Cadillac Hotel.

Plans are now being rushed for the completion of this living room and every indication is that it will be an entertaining and instructional exhibit of trees, shrubs, evergreens and garden furniture.

R. W. Essig of the Pontiac Nurseries is in [Continued on Page 13]

Opportunity To Obtain Reduced Railroad Rate

Secretary Charles Sizemore has directed attention of A. A. N. members to the following information regarding opportunity to obtain reduced fare on the trip to and from the Detroit convention July 21-23:

A concession of one and one-half fare on the "Certificate Plan" will apply for members and dependent members of their families attending the meeting of American Association of Nurserymen to be held at Book-Cadillac Hotel, Detroit, Mich., July 21-23, 1931.

The following directions should be carefully noted:

Tickets at the regular one-way tariff fare for the going journey must be obtained on any of the following dates (but not on any other dates) July 17 to 23, inclusive. Be sure that, when purchasing your going ticket, you request a Certificate from the ticket agent. Do not make the mistake of asking for a "receipt."

Present yourself at the railroad station for ticket and certificate at least thirty minutes before departure of train on which you begin your journey.

Certificates are not kept at all stations. If you inquire at your home station, you can ascertain whether certificates and through tickets to place of meeting can be obtained. If not, the agent will inform you of the nearest station at which they can be obtained. You can in such case, purchase a local ticket to the station which has certificates in stock, and from there buy a through ticket to place of meeting and at the same time ask for and secure a "certificate plan" certificate.

Immediately on your arrival at the meeting, present your certificate to the endorsing officer, Charles Sizemore, Secretary, as the reduced fare for the return journey will not apply unless the certificate is properly endorsed by him and validated by a Railroad Special Agent as provided for by the certificate.

If the necessary minimum of 150 certificates is presented at the meeting and your certificate is duly validated by the Special Agent, you will be entitled, up to and including July 27, 1931, to purchase a return ticket via the same route over which you made the going journey, at one-half of the regular one-way tariff fare from the place of meeting to the point at which your certificate was issued.

When purchasing your ticket be sure to ask for a Certificate and not a receipt, also be sure to sign your Certificate.

The Business Sessions

TUESDAY, JULY 20

Morning

Opening Session of Convention.

Invocation by Rev. George B. Ratcliffe, pastor First Congregational Church, Romeo, Mich.

Address of Welcome by Hon. Frank T. Murphy, Mayor of Detroit.

Response by M. R. Cashman, Owatonna, Minn.

President's Address by John Fraser, Jr., Huntsville, Ala.

Announcements by Chairman of Committee on Arrangements, B. J. Manahan, Romeo, Mich.

Secretary-Treasurer's Report by Charles Sizemore, Louisiana, Mo.

Vigilance Committee Report by Charles Sizemore, Louisiana, Mo.

Appointment of Committees.

Address—M. Q. Macdonald, Attorney for American Association of Nurserymen, Washington, D. C.

Address—Inspirational by James T. Schermerhorn, Detroit, Mich.

Address—State Nurseries by R. E. Burson, Landscape Engineer, State Commission and Conservation and Development, Richmond, Va.

WEDNESDAY, JULY 22

Morning

Report of Market Development Committee by E. C. Hilborn.

Report of Advertising Committee by Paul C. Stark.

"Looking Ahead," by L. W. Ramsey.

Target talk by E. St. Elmo Lewis.

Address by Chelsea C. Sherlock, Asst. Editor Ladies Home Journal.

Lunch for M. D. P. Committee.

THURSDAY, JULY 22

Morning

Address by A. C. Hanson, Mayor of Wauwatosa, Wis.

Address by J. A. Neilson, Research Specialist in Horticulture, Michigan State College, East Lansing, Mich.

Address by Representative of B. F. Goodrich Company on "Use of Rubber in the Propagation and for the Protection of Nursery Stock."

Problems in the Storage of Nursery Stock by F. E. Gardner, Bureau of Plant Industry, United States Dept. of Agriculture, Washington, D. C.

Report by C. E. Cary.

Unfinished business. Nominating committee report. New business. Election of officers.

Selection of place for next convention.

Final adjournment.

Regional Association Meetings—12 pt.

MONDAY, JULY 20

Evening

Annual Baby Ramblers meeting.

8:30—Annual meeting Wholesale Fruit Tree Growers Association. C. J. Maloy, Secretary, Rochester, N. Y.

9:00—Annual meeting American Plant Propagators Association. H. L. Haupt, Secretary, Hatboro, Pa.

TUESDAY, JULY 21

Evening

8:30—Annual meeting American Protective Association. C. J. Maloy, Secretary, Rochester, N. Y.

8:30—Annual meeting of delegates from state and regional affiliated organizations to nominate officers and recommend place of next convention.

WEDNESDAY, JULY 22

Afternoon

Regional and trade association meetings.

On Monday afternoon, July 20, there will be a golf tournament under direction of the Baby Ramblers.

On Wednesday evening there will be a banquet and dancing.

Indiana Millionaire Starts 97,000,000 Plantings

Believed To Be Record For an Individual—Concentrating on Black Walnut—Initiates Planting Seed Where Tree Is To Grow—Plan Is Copied by States

NURSERYMEN are particularly interested in the activities of the planter individually and en masse. For great accomplishment the propensity of Johnny Appleseed is cited. But the results of that ubiquitous planter are vague; no numerical statistics of his work in spreading horticulture have been available.

The present generation has seen the remarkable results of the application of an Indiana millionaire's hobby which so far exceed the wildest estimates of the single-handed work of Johnny Appleseed as to constitute a record probably for all time.

Readers of this journal have learned through its columns something of the outstanding benefaction of Frank S. Betz, Hammond, Ind., in the work of reforestation. A characteristic of this interesting work is the fact that a great portion has to do with black walnut planting upon which of late he has centered his attention. He believes that this is the most valuable tree for commercial purposes in the central states region.

Mr. Betz bought a large farm at Hobart five years ago where he commenced to raise all kinds of trees from seed. While experimenting he wanted pine trees for the Betz Boy Scout Camp at Berrien Springs, Mich.

Pupils Plant 2,000,000 Seeds—In giving out the trees which he purchased in Connecticut, Mr. Betz discovered the boys who received the crooked trees or those with limbs on one side were not satisfied. He then took the matter up with the Hammond superintendent of schools and offered to furnish a half million pine, spruce and arbor vitae tree seeds for the pupils to experiment with, free of charge. Supt. Caldwell agreed to do this. The pupils wanted so many more that over 2,000,000 seeds were planted by the pupils in Lake County in 1929 and over 8,000,000 tree seeds were planted by these same pupils last year.

Up to Sept. 30 Mr. Betz had sent out over 62,500,000 tree seed which were planted by over 400,000 pupils in this country. His offer to the Indiana Department of Conservation last fall probably meant over \$750,000 added to the wealth of the state. This must not be overlooked by those who know what trees mean to a country.

Mr. Betz's Offer—The offer of Mr. Betz was to give a bushel of walnuts to each civic club and individual who would provide a bushel also for school children. Boy and Girl Scouts and 4-H Clubs gave excellent response throughout the state.

A typical example in the Marion County Fish and Game Association which distributed 20,000 walnuts to approximately forty township schools for the 6th, 7th and 8th grades. The educational value of this work is enormous, since it directs the attention of the boys and girls to the principles of forest and wild life conservation.

Some of the other large distributors of the tested walnuts were as follows: Northern

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value.

States Life Insurance Company, Hammond, 50,000; Hammond National Bank, 10,000; American Maize Products Company, 15,000; Lever Bros. Soap Company, Hammond, 15,000; Hammond Park Board, 16,000.

More Than All the State Nurseries—The Division of Forestry of Indiana last fall made public acknowledgment of the valuable leadership of Mr. Betz in originating and carrying out the first walnut planting program of its kind ever to be undertaken by any state or individual. "Mr. Betz has distributed 3½ times as many walnuts as all the State Nurseries in the United States last year!"



FRANK S. BETZ, Hammond, Ind.
Teaching Millions to Plant

It was in 1928 that Mr. Betz, after spending more than \$40,000 for land and experimenting to learn how to raise various kinds of trees from seed, told State Forester Wilcox that black walnut should be planted in Indiana, not pine. Mr. Betz planted nine bushels of black walnut and raised more than five thousand trees. Upon invitation of Mr. Wilcox a party of conservation authorities visited Mr. Betz's land to inspect results which later induced authorities of Illinois and Missouri to adopt the plan worked out by Mr. Betz which is planting the walnuts where the trees are to grow instead of shipping the young walnut trees from State Nurseries.

In a bulletin widely distributed State Forester Wilcox stated that Mr. Betz caused the planting of 160,000 walnuts in Lake County, Ind. A Washington, D. C. report showed that Indiana planted only 13,000 trees in 1929.

Continuing Wide Distribution—Mr. Betz has continued this work this year with equal zest. Up to the present year he had filled orders for walnut, hickory, elm, spruce, pine and cedar seeds to the amount of more than 94,000,000. To one of the counties in southern Indiana now receiving state aid he is sending 2,500,000 seeds free of charge, enough for every boy and girl in the county. These will be distributed by the Chamber of Commerce, Rotary, Kikanis, Lions, women's and other clubs. This practical work in forestry has been compared with that of others which has seldom extended beyond a chamber of commerce or club speech for "more trees."

Those who know the commercial price of tree seeds will appreciate Mr. Betz's action in supplying for one dollar 100,000 seeds and including a gift of 10 packages of other

tree seeds from China, Japan, Korea, the postage on these packages amounting to 22 cents, many of the packages reaching eastern states. Not many New Yorkers, for instance, are so interested in forestation as to send seed packages into the central states, spending \$5 to get \$1 back.

Physicians Cooperate—As the result of Mr. Betz's activity 5,000,000 pine, spruce and arbor vitae tree seeds put up in 8,000 packages were distributed to members of the American Medical Association at their meeting in Philadelphia last month. Two years ago he sent 10,000,000 tree seeds to Palestine, to Richard St. Barbe Baker, well-known English forester, founder of "The Men of the Trees," for reforesting barren hills, a photo-engraving of the work there appearing in the Literary Digest. The girls' schools operating 14 Nurseries in various parts of Palestine learned of it, wrote for seed and received from Mr. Betz 2,750,000. He has given 1,500,000 pine and spruce seeds to a single city and seeds to individuals who had never raised a tree and who now have 10,000 trees growing.

Stimulates Home Grounds Planting—In the Hammond, Ind., section numerous Nurseries have been started and there has been a great amount of tree and bush planting on home grounds as the direct result of Mr. Betz's tireless activity. He is closing a deal with a state in Mexico for 25,000,000 tree seeds and is planning to send 10,000,000 to Ireland.

The aggregate wealth that will result in timber value in the next 50 years by reason of Mr. Betz's enthusiasm and ability to practice it is beyond calculation, but he said recently to a representative of the *American Nurseryman*:

"In dollars and cents the 2,000,000 walnuts and hickory nuts planted in all counties of Indiana this year should add over 25,000,000 to the wealth of the state according to figures walnut lumber buyers place on walnut trees."

Would Be Worth Billion Dollars—"If each of the 91 counties in Indiana will plant 100,000 walnuts and hickory nuts yearly for the next 10 years on walnut and hickory growing land according to forestry rules it will add \$1,000,000,000 to the wealth of the state. I took this matter up with the Chicago Forest Preserve last fall and they ordered 200,000 walnuts which they planted around city this spring. Many trees should and would be planted along the highways, in every park and by every home owner if they could estimate the value only five cents worth of walnut, pine or spruce seed would add to property. At the American Medical Association meeting within an hour after the distribution of the programs telling about 'Betz Tree Seeds Gift' the doctors lined up on all sides for seeds. I passed the 97,000,000 mark this morning but it is now so late that I doubt I shall reach 100,000,000 this season."

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY TRADE JOURNAL.

Nursery Trade Bulletin

Canadian Horticultural Council, Ottawa, promulgates this slogan: "Beautify Your Home Grounds and Help Make Canada More Beautiful."

Miller Brothers, San Juan, Tex., have established the Adams Gardens Nursery Corporation, Banks Miller president, stocking 19 acres with Nursery material.

Prizes for Nursery Employees—Employees of E. D. Smith & Sons, Winona, Ont., Canada, are offered by the company three cash prizes to be awarded for the greatest improvement in employees' gardens and grounds. Trees and plants are given by the company.

Beautifying America—Public mention is made in his community of the transformation by Charles Middleleer, Nurseryman, Darien, Conn., of a forbidding morass in swamp lands along the famous Post Road into an area of blossoming trees and shrubs.

This Salesman Is Busy—Charles W. Shannon, Woodside, Del., well-known Nursery stock salesman, has proven his conversance with this field by taking orders for trees and shrubs which he sells at his gasoline service station, this part of his dual business having attained appreciable proportions.

Some of the problems in the plant trade which relate to "and competition in general" remind one of the careful driver who approached the railroad crossing. He stopped, looked, listened. All he heard was the car behind him crashing into his gas tank.—R. C. Underwood.

Cactus Nursery in Florida—After experiments during the last two years, the Winter Garden, Fla., Ornamental Nurseries are developing a large tract of cactus for ornamental purposes. The intention of the Nurserymen, says the Winter Garden Journal, is to set in excess of seven acres to various types of cacti. Officers of the Nurseries think this is the largest cactus planting in the state. For the last month a crew of men has been scouring South Florida for cuttings of native cactus. The shoots collected will be set in the ground at the Nurseries and in the fall the shoots will be cut and sent to points in the North.

P. M. Koster last month became manager of sales and development of the **Bagatelle Nursery**, Huntington, Long Island, N. Y., owned by Dr. H. B. Baruch.

Robert Loring Nursery, Wallingford, Conn., has been incorporated, \$50,000, by R. B. Lattin, Cheshire; R. C. K. Loring, Wallingford; Marguerite Lattin, Cheshire; Alice Loring, Wallingford.

More than half the main exhibition space at the Peony Show in Horticultural hall, Boston, Mass., last month was occupied by the exhibit of the **Cherry Hill Nurseries**, W. Newbury, Mass.

Canadian Nurserymen Active—Under Canadian tariff restrictions recently imposed, Canadian Nurserymen are particularly interested in home production of roses on a large scale and fruit trees and plants to greater extent than formerly.

A testimonial dinner in honor of W. Albert Manda, well-known head of the Universal Horticultural Establishment, South Orange, N. J., on June 4 in Newark, N. J., was attended by many friends. Mr. Manda in 1888 formed with James R. Pitcher the United States Nurseries, at Short Hills, N. J., continuing therein until 1893.

Theft of evergreens to a considerable amount from the **Wallingford, Conn., Nurseries** of the Barnes Nursery and Orchard Co. has been made each year for the last three years. Although a reward was offered this year no apprehension of the perpetrators has resulted at any time.

Pear on Apple—Harvey Emrich, Woodstock, N. Y., noting a despatch from Canada to the effect that F. A. Good, Fredericton, New Brunswick, had successfully grafted 91 varieties of apples on one tree but did not succeed in grafting pear on the same tree, says:

Several men trained in arboriculture have told me they believed it impossible to graft pears on to apple trees because the two fruits were not of the same family. I have heard from other sources that they would grow, but not bloom; from others that they would bloom but not bear fruit, and from still others that they would do all three.

Several years ago I tried it myself. One graft lived and last year bore twelve normal Seckel pears on an apple tree which also bore Baldwin and Spitzenburg apples. It would be interesting to know whether this is anything unusual.

Says Specializing Pays—George E. Kinney, proprietor of Pine Grove Nurseries, near Dover, Del., through earnest study and tireless application to landscape gardening had done a large part of the horticultural improvement in the Dover section in recent years. His personal attention to every detail has been a prime feature.

For Every Town in the State—President D. D. Watson, California Real Estate Association, in an open letter to members of California real estate boards urges yard and garden contests in every town in the state for results that will follow in time for observation when great numbers of visitors visit the state in 1932 for the Olympic Games.

At Scottsville, Tex.—George F. Verhalen, Verhalen Nursery Co., reports under date of June 20 that stock has grown uninterrupted since it was planted last winter and is already big. Stands are good. Roses, both own root and budded, are growing well, the list of shrubs and evergreens also. Business outlook is bright. M. C. (Max) Gould is traveling representative for the new season.

Dad's 1931 Party—The annual fishing trip superintended by William F. (Dad) Miller, Gloucester City, N. J., on June 24-25 developed the usual good fellowship, the host contriving as usual unexpected stunts. Among those present were William Howe, Howe Nurseries, Pennington, N. J., and Charles Hess, Hess Nursery, Mountain Lakes, N. J., who plan to sail July 7 on the S. S. Europa for a six weeks' tour of Europe.

Washington Nursery, Inc.—As announced in the last issue of this journal, page 238, the deeded land, leases, all equipment and all growing stock of the Washington Nursery Co., Toppenish, Wash., early last month were taken over by a new organization, Washington Nursery, Inc., under management of F. A. Wiggins, B. R. Sturm and W. W. Kabrich. It is the intention to specialize in fruit tree seedlings, Chinese elm, Norway maple, etc. President Wiggins expects to be at the Detroit convention of the A. A. N.

Small Rose Shows—In contrast to the big shows, which get all kinds of publicity, are the intimate little shows which really outclass the big ones when it comes to thrilling those who make them successful. The other day we had an opportunity to be in on a small garden club show and to say that the members enjoyed their three days of competition is too mild to even suggest their feeling. They all entered every class they had flowers for, and an honorable mention seemed as glorious to them as a summer in Europe. There ought to be more small shows.—Robert Pyle, Secy. American Rose Society.

Growth in Rose Interest—Eight new rose societies have been recorded during the past year and have not only added many new members to the national organization, but have begun to show the possibilities of growth in rose interest when local activity assumes its right place. It is my feeling that local organizations are the key to rose advance in this country. They may be formed for any one of several reasons and may accomplish as many different ends as there are societies, but they will all achieve the same underlying goal, that of widening and deepening the joy of rose growing.—Robert Pyle, Secy., American Rose Society

The deaths last month of Trebor Weltz, Wilmington, O., and Edward Seeger, Waterloo, N. Y., Nurserymen, are recorded.

Important News For All Growers

Neilson Method of Wax Protection Fully Explained

Dr. Robert T. Morris has completely revised and brought up to date his standard book, "Nut Growing," ready May 19.

The book will include much new information of great interest to all Nurserymen. Some of its features include:

1. The first complete directions for the new Neilson method of protecting trees and shrubs in transplanting and storage by the use of wax. More than one million roses, 50,000 pecans, 30,000 sweet cherries, and 100,000 trees of other sorts will be treated by this method by the end of this season.
2. Describes a new and successful method of protecting orchard trees against gnawing animals and borers.
3. Shows a new method of top-working trees which eliminates much of the labor and uncertainty of old-fashioned grafting.
4. Shows how to make grafts in summer simply by taking cuttings from one tree and putting them at once into another.
5. New illustrations, entire text brought up to date.

Every grower, nurseryman, propagator, and tree owner needs this book at once.

Ready May 19, 1931

Price \$2.50 postpaid

Order now to be sure of an early copy

AMERICAN FRUITS PUBLISHING CO., P. O. Box 124, Rochester, N. Y.

The

PRINCETON IDEAL



VEN a casual reading of the pages which follow, will impress you with the fact that the Princeton Nurseries have steadily built toward an ideal . . . that the policies which govern our business are different than those of most commercial nurseries serving the plant buying public.

Long ago we determined not to plan our production with mere volume as its goal, but rather by intelligent study to produce plants of finest quality and value in all the more desirable varieties—to produce the best *in* volume but not *for* volume only, this is our desire.

We believed there was opportunity for a nursery which catered to those who desired the best of nursery stock. So we set out deliberately to make the name "Princeton Products" synonymous with the highest grade nursery stock that modern equipment, skill, patience, and careful training could produce.

We maintain that quality should be the first consideration and Princeton Products will not be found where price alone is the determining factor. We use only those channels of distribution that we believe are equipped to handle nursery stock with the care that this kind of merchandise requires to insure satisfaction to the customer. The "Princeton Ideal" then, is to produce only the finest nursery stock for those who know and appreciate quality and at a reasonable price. This is the governing policy of our business.

Sam S. Lerner Jr.

THE PRINCETON NURSERIES, Princeton, N. J.

NURSERY STOCK

grown to a standard



ON the eight hundred acre nursery, home of "Princeton Products," we handle each plant, from the tiniest transplant to the largest specimen, with the best of care and expert knowledge developed from many years of experience.

Each season finds its own particular requirements of plant culture and through the various operations we do not stint on labor or expense to produce plants up to the "Standard of Excellence" we require before they can bear the "Princeton Products" trade mark.

When a plant cannot be trained to come up to this standard it is discarded for we feel we must give entire satisfaction to the discriminating trade we serve. It is this constant surveillance, more than any other single factor, which has built our reputation for the unvarying quality and beauty of "Princeton Products."

RIGHT—These individual plants of *Enonymus alatus*, 3 to 4 feet, and *Viburnum lentago*, 3 to 4 feet, are typical examples of shrubs grown to the Princeton standards. Note particularly the good root systems and bushy tops.

BELOW—A block of *Juniper communis* growing in our nursery. Note the even type and uniformity of growth.



NOTE: For all the "dope" on "Princeton Products" see Bill Flemer or Ray Rice at Detroit.

THE PRINCETON NURSERIES, Princeton, N. J.

UNUSUAL VARIETIES in good sizes and large quantities



THE propagation of unusual and rare varieties of ornamental nursery stock has long been a specialty of the Princeton Nurseries.

Here you will find block after block of beautiful plants embracing not only the common varieties but the rarer ones as well and many that are seldom found in the average nursery.

We sincerely believe there is not another commercial nursery in America which gives more time and attention to the growing of the better and unusual varieties than we do.

Here you will find ample stocks of the Chinese Magnolias, including soulangiana, stellata and others; the distinctive Mahonia with its exquisitely colored foliage; the new Evergreen Barberries with their spined holly-like leaves.

Nowhere, we believe, will you find a finer assortment of the better plants such as Japanese Flowering Cherries, Azaleas, Rhododendrons and the Hawthorns mentioned so frequently in English prose and poetry, also the Pink Flowering Dogwood and in fact an assortment running well over a thousand varieties which you can only appreciate by reading our "Princeton Hand Book."

In this comprehensive Hand Book which we will be glad to send you, we have listed nearly all the stock we have to offer in salable sizes and when you desire or are called upon to supply the unusual . . . try the Princeton Nurseries.



Pyramidal arborvitae at Princeton. Note again the compact type we produce. We have them by the thousands up to 5 and 6 feet in height.

NOTE: Many of these unusual varieties will be on our list of "Convention Specials." This list will interest you.

WE INVITE YOU TO VISIT US AT PRINCETON



William Flemer, Jr.

Visitors are always welcome at Princeton Nurseries. If you are traveling in our vicinity we invite you most cordially to drop in at our office and spend some time with us.

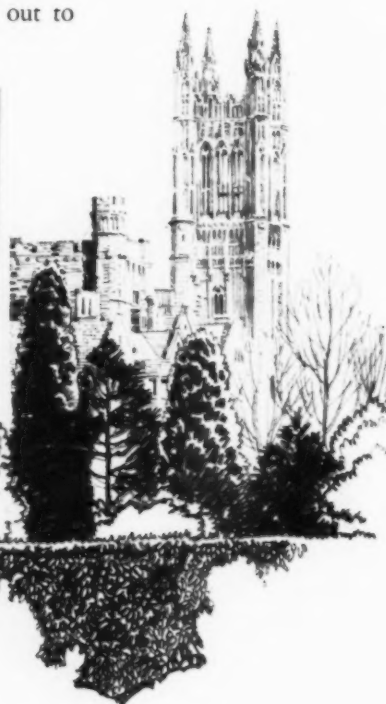
We do not consider this great modern nursery of ours as just another nursery. Rather do we feel that the "Princeton Ideal," as expressed in our whole plan of growing is decidedly unique.

We want you to see for yourselves our extensive blocks of unusual varieties, blocks of perfect specimens in the more common varieties, and the care we take and methods we use to produce stock uniformly up to Princeton grade and standard. You will find many features of interest in our propagating and growing methods.

Accept our promise that your time will be well spent, that your welcome will be sincere, and plan now to visit us at your earliest opportunity. You will find many other features of interest at historic Princeton. If you like beautiful scenery or enjoy visiting landmarks famous in early American history, Princeton abounds in both. We can guide you to all these famous spots. The latch string is always out to you, so plan to come any time.



*Office and Grounds
Princeton Nurseries*



PRINCETON NURSERIES

Wm. FLEMER'S SONS, Inc.,

PRINCETON, N. J.

NOTE:

We will be represented
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Sent postpaid on receipt of price by
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WESTCROFT GARDENS
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THIS SIZE SPACE
\$1.40 Per Issue
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The Unlonely Lonesome Pine

Being Just So Tale Number Nine

Last weekend, spent down in old Virginia with my old friend Hill Billy Bill. "Two whoops and a hollar" from his two room cabin is a venerable pine. Gaunt. Gnarled. Alone. To you and me, it would seem it must be tolerable lonesome. But Bill tells me, it has friends all up and down the valley. Everybody knows Old Jake, as it is called. Let someone say a slighting thing about Jake, and he'd have all the rifle-ready moonshiners plum after him.

And so it is, that trees are folks to some. And just trees to others. How too bad it is not more folks than trees. Which remark reminds me, we have 300 acres of evergreens and deciduous stock. Might be that was said sort of by way of business intent.

F. & F. Nurseries
FLEMER HOLDING CORP.
SPRINGFIELD NEW JERSEY




 **T. SAKATA & CO.**
Specialists
TREE SEED SHRUB

HERBST BROTHERS
42 South Street
NEW YORK

THE WESTMINSTER NURSERY Westminster, Md.

Offers in carlots or less—
CALIFORNIA PRIVET, 1 and 2 yr. in grades
LOMBARDY POPLARS & ORIENTAL PLANES
SHRUBBERY, 1 1/2 to 6 feet.
Upwards of 750 varieties of PERENNIALS,
excellent assortment. EVERGREENS, good as-
sortment, large supply of Thuja Pyramidalis,
also lining out stock from 1 and 2 year trans-
plants in beds and field, also 2 1/2 inch pots.
Attractive prices will be quoted. Send us
your want list.

 **FIELD-GROWN
ROSES**
Wholesale Growers
HOWARD ROSE CO.
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AMERICAN NURSERYMAN should be
regularly on your desk. A business aid.
Bristling with exclusive trade news. Ab-
solutely independent. Chief exponent of
the American Nursery Trade.

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in sizes from 10 to 26 inches
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in sizes from 4 to 18 inches
WRITE FOR WHOLESALE PRICE LIST
CANTERBURY NURSERIES, Inc.
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CHINESE ELM—

Excellent trees of this elm are
offered from our blocks for fall
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estimated wants.

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Splendid Stock
Write for Special Quotations.
LESTER C. LOVETT
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MONTH TO KEEP IN TOUCH WITH THE
TRADE THROUGH A REAL NURSERY
TRADE JOURNAL.

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1st of Month Issue
First Forms: - 23rd each month
Last Forms: - 25th each month
15th of Month Issue
First Forms: - 8th each month
Last Forms: - 10th each month
If proofs are wanted, copy should be in hand previous to above dates
American Fruits Publishing Company, P. O. Box 124, Rochester, N. Y.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

Published Semi-Monthly by
AMERICAN FRUITS PUBLISHING CO., INC.
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Phones:—Main 5738, Glenwood 700
Chief International Publication of the Kind

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ADVERTISING RATES on Application
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.

ROCHESTER, N. Y., JULY 1, 1931

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1898, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes. Cut rates, "clubbing," premiums and deferred payments are not used. It carries no subscription in arrears.

The Mirror of the Trade

Nurserymen Making America More Beautiful

COMMENTING on the remarkable results of the Yard and Garden Contest feature of the Nurserymen's Publicity Campaign, the contest manager, George M. Sheets, says: "Everywhere the contests have brought results. Actual dollars have been added to property values by the clearing up and planting of individual home grounds. Appearance of cities as a whole has been greatly changed for the better. Attractive yards make inviting streets. Beautiful thoroughfares distinguish any community. Greater civic pride and loyalty are built up."

BIGGER CONVENTION RESULTS

In the opinion of some far-seeing Nurserymen the above heading describes what may be attained if the railroad instead of the automobile or bus is used as means of transportation to and from the American Association of Nurserymen convention in Detroit this month.

They argue thus: A great part of the benefits derived from convention attendance is the business transacted at the annual rendezvous. In large measure the amount of business transacted there is dependent upon the extent of the attendance.

The larger the attendance the greater the opportunity for business transactions.

A prime consideration, this year especially, is the cost of attendance. For many the principal cost is transportation.

A concession of one and one-half fare on the "certificate plan" will apply on this occasion, as announced by the railroad companies. But this concession is contingent on an attendance resulting in a minimum of 150 duly validated railroad certificates.

It is presumed, of course, that all traveling by railroad will take pains to procure certificates, complying with necessary requirements. In recent years the minimum number required has frequently been lacking because of the fact that many Nurserymen have motored to the convention.

The problem: Will certificates be procured on purchase of railroad tickets in every case? Will those who have contemplated motoring to the convention, to an appreciable number, use the railroads instead, to the end that convention attendance may be increased? Will this be done this year in order to establish a practice which may be counted upon as practically insuring success of the certificate plans and thus encourage attendance at succeeding conventions, on the presumption that the practice would be adopted regularly?

Said a prominent Nurseryman last month to an American Nurseryman representative: "I believe the convention attendance would be larger and more representative of all sections if those, for instance, who come from a short distance would use the railroads and procure certificates, so that their fellow Nurserymen who desire to come from considerable distances can get in with the others on the lower rate. Surely with a little consideration in the matter the required number of certificates should be attained—not only on this but on succeeding convention occasions."

A Passing Thought—Whether a farmer spends eight, ten or twenty dollars an acre in producing his crop of corn makes little or no difference in the price at which his crop sells on the market, but it is often the deciding factor in determining whether he is going to make a profit from his farm operations.

SOUND PLANTSMANSHIP

We have expected that the discourse by J. Horace McFarland in his Breeze Hill News, Harrisburg, Pa., [A. N. June 15, p. 248] on centering effort on "What is new and better in horticultural varieties" would draw comment by thinking Nurserymen on the imperishable value of old varieties. Indeed we have been surprised that many have not so commented.

In his rejoinder P. J. van Melle, Poughkeepsie, N. Y., Nursery Co., in the Florists Exchange, says:

We hear so much these days of artificial sales stimulation, devoid of any relation to plantsmanship, and so little of the inestimable, abiding value of the good will that results from sound plantsmanship! Where many a first rate go getter of sales is hard pushed today, many a first rate plantsman finds a steady clientele still with him.

We hear so much of the sales advantages of novelties in plant materials and so little about the more steady appeal of truly fine plant materials, old or new! It is good to have the latest things—for those that want them, but it is better business to have the best things. It is better business today to sell a good woman a Weigela that will flower every year than it is to set her back three times the price of a Weigela for a Kolkwitzia that may not flower during her lifetime. It is bad business to deprecate Spiraea vanhouttei in favor of S. trichocarpa; Vanhouttei is the better Spiraea, by a long sight. No one has yet thanked me for a flowering Kolkwitzia and I have had many kicks about it not bearing flowers.

Let us distinguish between new sales wrinkles and good plants and plantsmanship. There has been rather too much stark salesmanship in the Nursery business in late years and too little good plantsmanship. It's fine plants and good plantsmanship that deliver the goods for our industry and build good will; and it's the over-working of sales gags that jeopardizes that good will. The public is pretty cute and detects a sales gag even in a Mothers Day editorial.

Dr. McFarland is right in urging that we make use of every legitimate modern opportunity for advertising. We can learn how better to display our stock and demonstrate its best uses and yet continue to sell freshly dug, living, unabused trees and plants. These things require to be kept in the ground or in proper storage until delivered to the ultimate user. I have no patience with any kind of sales plan that requires any abuse or mummification of our living products. We sell greater things than neckties and pajamas.

TO CANADA VIA DETROIT

Attendants at the Detroit convention of the A. A. N. this year will have opportunity to go abroad several times during the week, as shown by Chairman Manahan of the committee on arrangements in another column. The trips can be made in the space of time of six minutes each at a cost of 10 cents each way.

If ever the A. A. N. is to have occasion for the services of a sergeant-at-arms, it will be at the Detroit convention; though the business sessions program is an unusually attractive one.

Major Business Sessions In Committee Meetings

Is the Plan for Pacific Coast Association of Nurserymen Convention, Tacoma Hotel, Tacoma, Wash., July 7-9—Wide Variety of Entertainment

Twenty-ninth annual convention of the Pacific Coast Association of Nurserymen will be held at the Tacoma Hotel, Tacoma, Wash., July 7-9. The executive committee is preparing the program with a view of entering into conferences on questions confronting Nurserymen in the coming seasons as prevailing under world-wide conditions.

Under present circumstances there is more than usual need for a wider perspective and therefore for convention attendance to the end that many minds may give the best thought to plans of operation.

W. C. Thompson, Tacoma, is president. H. A. Hyde, Watsonville, Cal., is vice-president. C. A. Tonneson, Burton, Wash., is executive secretary.

Preliminary announcement of the convention was made by Mr. Tonneson early in May; this was reproduced at page 200 of the May issue of the *American Nurseryman*.

Commenting on convention features Secretary Tonneson said last month: "The individual business feature, allowing the members to meet face to face the men with whom they are dealing, and to make sales, purchases and exchanges of stocks, is always enticing. The fact that the growers are becoming specialists more every day, because of the advantages of particular environment, stresses the importance of these personal contacts. Every firm, it is pointed out, has a selling outlet for some of the products grown by fellow Nurserymen.

"Entertainment will include trips to the parks and beautifully planted home districts of Tacoma. A trip to the famous berry district of the Puyallup Valley, where the canning and shipping of the berries will be seen, and to the largest narcissus bulb fields on the Pacific coast, where grading for market will be in operation, should be particularly interesting.

"The Puyallup Chamber of Commerce will hold a red raspberry luncheon for the visiting members and friends at noon of the second day. On the afternoon of the third day delegates will be taken aboard the battle ships of the Pacific Fleet, through the courtesy of Government officials. Inspirational talks will be given on questions of the day at the get-together dinner on the second evening.

"Twenty-five reputable firms recently have made application for membership in the association.

"It is planned to hold the major business sessions in the form of committee meetings, and have the committees report to the convention on their findings. In this way it is hoped to speed up the proceedings and make the whole affair interesting and valuable."

Clayton B. Lewis, chairman of the educational and marketing committee of the association, proposes an extension committee, for expanding market demand, composed of one member of each of the commercial horticultural organizations of the Pacific Coast, to meet once a year and meantime to be very active. This subject will be discussed at the Tacoma convention.

Problems and questions of timely importance to be discussed at the conclave include: "More Specialization;" "More Order-

ly Methods Covering Quantities and Qualities;" "Market Development, Local and Distant;" "Preparations for Highway Plantings;" "Reforestation Question;" "Cooperation with Florists and Seedsmen;" "Business Developments on Bulbs and Floral Shrubbery."

A. A. N. Convention Features

[Continued from Page 8]

charge of this exhibit and is being assisted by: C. Edmond Smith, Supt. Parks & Blvds., Detroit; Ralph Coryell, Coryell Nurseries, Birmingham, Mich; Harry Melter, Monroe Nurseries, Monroe, Mich.

Opportunity To Go Abroad

"While in Detroit attending the A. A. N. convention you will have an opportunity to go abroad," says Chairman Manahan.

"The trip from Detroit City Hall to the center of Windsor, Canada, takes just six minutes by bus and the new tunnel underneath the Detroit River. The charge for this trip is ten cents each way.

"You can enjoy a few hours in Canada and get back to the hotel in Detroit in a short period.

"Be sure and take this opportunity of getting out of the United States while you are attending the convention this year."

To Visit Big Automobile Plant

Chairman Manahan says: On Tuesday afternoon, July 21, an enjoyable trip is planned for the members of the American Association of Nurserymen and their families by automobile. This will be an interesting trip around Detroit with the following principal points of interest:

A short stop-over at Belle Isle Park will be made and the trip will then continue through Grosse Pointe, to the Grosse Pointe Yacht Club, where afternoon luncheon will be served.

On this trip we hope to show you the various automobile plants, and if the weather is suitable we will take a trip through one of the plants and show you just how these automobiles are made.

Island Under Canadian Regulations

On Monday afternoon, July 20, the members of the American Association of Nurserymen and their families are invited to enjoy a boat trip on Detroit River into Lake Erie, stopping at beautiful Boblo Park, where the members can enjoy themselves in dancing, boating, bathing, or golf.

Boblo Park is located just where Detroit joins Lake Erie. This island is owned by Canada and is one of the most popular playgrounds in the Detroit area.

Boats leave Detroit for the Boblo trip at 1:30 and 3 p. m. and arrive back in Detroit at 6:30 and 8 p. m.

Plan on seeing beautiful Boblo Park and Lake Erie, and enjoy the wonderful breezes of the Detroit River and Lake Erie.

B. J. MANAHAN

Are you preserving your copies of the *AMERICAN NURSERYMAN*? They are of unequalled historic value.

The Most Entertaining Trip

Thursday afternoon, July 23 is reserved for the most entertaining trip of the entire convention.

At this time you are to visit the Henry Ford Greenfield Village, and the Edison Menlo Park Buildings, where Mr. Ford has gathered the world's greatest collection of historical antiques; an exact replica of Independence Hall, and many other buildings of pioneer days are now completed for your inspection.

In addition to the above, a limited number of guests will be taken through Mrs. Henry Ford's Rose Gardens, said to be one of the largest private displays of roses in this section of the country.

This trip alone should arouse the desire of every Nurseryman and his entire family to take in the convention at Detroit this year.

B. J. MANAHAN

Wagner's Pasadena Nurseries—This well-known institution was established by John Bernard Wagner in 1892. A wide variety of Nursery stock was produced. The citrus trees he shipped to Cape Town, South Africa established the citrus industry there. A Wagner specialty is Wagner's Giant Black walnut grown for timber. To Boy Scouts he donated 25,000 English walnuts which were planted near Pasadena and on Catalina Island. Mr. Wagner was a personal friend of Luther Burbank. His son Alfred Wagner succeeds to the Nursery business. Rhubarb growing has long been a specialty of both father and son.

RETAIL NURSERYMEN Pep Up Sales!

Every one of your customers will want a
"PLEASURE TRIM"

makes lawn trimming an easy and pleasant task. No more back-aches, sore knees or blistered hands.

Agency Nurserymen

Let your agents sell the "PLEASURE TRIM" as an added item or use it as a premium to increase the amount of the average order

Mail Order Nurserymen

Catalogue "Pleasure Trim" at \$2.00 or use it as a premium for larger orders.

Retail
Price **\$2.00**

Surprisingly low price
to Nursery companies

THE
GREATEST
BUSINESS
BOOSTER
A NURSERY
EVER HAD

Sample on approval
to rated companies.
Please use your
business letter-
head.

WRITE TODAY!

Chicago Cutting Die Co.

2333-L Nelson St. ILLINOIS
CHICAGO.



Present Status of Methods for Coating Trees

Perfected Preparations of Appliances and Materials for Practical Commercial Use of Paraffin—Three Cohesive Qualities—Beneficial Results Recorded

The extent to which interest has been manifested in the use of paraffin coating for grafting, transplanting, etc., is indicated not only by the demand for Dr. Robert T. Morris' book "Nut Growing" in which this process developed by Dr. Morris is fully described, but also by the extension of equipment recently made by the manufacturers of the Parapin-Wax mixture recommended by Dr. Morris. These manufacturers, Walter E. Clark & Son, Milford, Conn., long leaders in the production of grafting waxes and special Nursery waxes, were first to put the paraffin coating on the market. Long experience enabled this concern to keep pace commercially with the rapid advances made in scientific circles in extension of uses of paraffin which practically revolutionized some propagating methods, as well as other horticultural operations.

Four years of research have resulted in perfecting two additional elastic triple base Parapin-Wax mixtures with lower melting points and prices. The three mixtures are as follows, the adhering and cohesive qualities increasing with the higher melting point:

Parapin-Wax (orange in color) with melting point about 150/55° F. is recommended for grafting, budding and general use more particularly where extreme climatic conditions are prevalent.

Parapin-Wax (green in color) with melting point about 130/35° F. is recommended for use in coating trunks of young orchard trees as a protection against rodents and borers. This may also be used as a dipping material.

Nursery Parapin-Wax (pale green in color) with melting point about 125/30° F. is most successfully and widely used for dipping rose bushes, young whip trees, flowering and ornamental shrubs either at the time of storage or in the spring for the department store trade.

Installation of this equipment gives assurance that regardless of the extent of operations planned by Nurserymen and others as the result of their experiences with Parapin-Wax mixtures, requirements can be met, from one pound to carload lots of a triple base preparation at a cost slightly higher than ordinary paraffin. The factory has recently been remodelled and enlarged. New steam boilers and steam-jacketed copper boilers with other equipment have been installed, increasing capacity to upward of five tons of material daily.

Recent survey shows that the dipping of Nursery stock before storage prevents desiccation, mold and mildew.

Those who have dipped rose and other bushes for retail trade declare that the Parapin-Wax treatment with the green coloring not only preserves but accentuates the freshness of the plants and tends to hasten growth at time of planting.

Prof. J. A. Neilson, horticulturist at Michigan State College, who originated the

method of coating Nursery stock, joins Dr. Morris in strong endorsement of the Parapin-Wax mixtures.

Field Day, Geneva, July 9

There will be a Field Day of the New York State Nurserymen's Association at New York State Agricultural Experiment Station, Geneva, N. Y., July 9, for those primarily interested in production and handling problems. Visitors from out of the state will be very welcome. The program:

9:30 A. M.—Meet in Jordan Hall.

10:00 A. M.—Inspection of field work; growing seedling stocks; fall vs. spring planting of seed; methods of covering seed; after-ripening problems; tests of best sources of lining-out stock; tests of cover crops; tests of fertilizers; field propagation methods; tests of paraffin treatment and storage of Nursery stock; insect and disease control; dusting and spraying machinery in operation.

12:15 P. M.—Luncheon at Rod and Gun Club on Seneca Lake.

1:30 P. M.—Round table on Nursery field problems.

2:30 P. M.—Tour of Station grounds; orchard tests of Mazzard vs. Mahaleb stocks; plum stock test; new fruits—strawberries, raspberries, and cherries.

It is announced that the ashes of the late E. H. Wilson, plant explorer, were interred June 5 in Mount Royal Cemetery, Montreal, Canada.

Garden Club Medal for Dr. L. H. Bailey

DR. L. H. Bailey, compiler with his daughter, Ethel Zoe Bailey, of "Hortus: A Concise Dictionary of Gardening" (Macmillan), and editor of "The Standard Encyclopedia of Horticulture" and many other books, recently received the Honorary Award Medal of the Garden Club of America.

This award has been made previously but three times—to the late Professor Charles Sargent of Arnold Arboretum, to Mrs. Francis King, and to the Massachusetts Horticultural Society on the occasion of its one-hundredth anniversary. It was presented to Dr. Bailey "in recognition of his outstanding contributions to horticulture."

"The Standard Encyclopedia of Horticulture" was some time ago designated by the Garden Club of America as "the one indispensable garden book." "Hortus," his newest book, is rapidly attaining recognition as the outstanding book in its special field. The most recent of his series of Background Books—"The Garden Lover," set forth Dr. Bailey's own philosophy of the amateur gardening movement, garden clubs, and home

THE LATE MRS. E. S. WELCH



Mrs. Welch was the first president of the Ladies Auxiliary of the American Association of Nurserymen; also one of the organizers.

The Blind Spot—The trouble with most of us who make a living by producing and selling plant life is a blind spot about figures. Part of that spot is prejudice in favor or against this or that thing which we may be growing. We have met more than one grower who admitted he just hated any proof that he was losing money on some particular shrub to which he had a natural fancy. Many of us also are perhaps a little proud of the fact we "ain't never been no good at ciphering."—R. C. Underwood.

Census reports show that eight Nursery and florist wholesalers in Denver, Colo., in 1929 made net sales aggregating \$1,464,200.

beautification. The Macmillan Company is the publisher of all his books.

This latest award to Dr. Bailey is one of many similar honors. His long service to horticulture and agriculture may be said to have started when he was assistant to Asa Gray at Harvard in 1882. In 1898 he received the silver Vietch Memorial Medal from the Royal Horticultural Society in London, and the gold medal of the Society in 1927. The same year he was awarded the George Robert White Medal of the Massachusetts Horticultural Society, and the next year the gold medal of the National Institute of Social Sciences and the Grande Medaille, Societe Nationale d'Acclimatation de France.

Dr. Bailey has also been honored widely by various universities and learned societies of Norway and Japan.

In 1926 he was president of the American Association for the Advancement of Science and of the Botanical Society of America. He is one of nine prominent horticulturists who comprise the advisory council to administer the new National Arboretum at Washington.

**ARE YOU PLANNING TO BE IN DETROIT THIS MONTH
FOR THE ANNUAL CONVENTION OF THE AMERICAN ASSOCIATION?**

Interesting Reports on the National Campaign And a Program Full of Lively Trade Topics

REMEMBER THE DATES: JULY 21-23, AT THE BOOK-CADILLAC HOTEL

Your Printed Salesmen...



What do they *really* cost you?

LET'S look at your catalog and follow-ups in their true light . . . they're *your salesmen*. Therefore, judge their value as you would a salesman's, in terms of what they do for you . . . the business they bring you.

In most cases your catalog is the only contact you have with your prospects. It's the only type of sales effort you make. If you want more sales, and of course you do, you *must* increase your sales effort. This may or may not mean increasing your use of literature. But it does *in every case* mean increasing the *effectiveness* of your literature to make it *sell profitably*.

Printed Salesmanship has been used for years. But like other types of sales effort, it has changed with the times. New techniques have been proved. Investigation on the best principles of salesmanship now dictates methods and format. Today, only properly developed catalogs and sales literature *sell profitably*.

Your prospects are critical, and susceptible to the modern methods of printed salesmanship. It's this type of *salesmanship in print* that brings results.

You can only judge the cost of your catalog and sales literature on the basis of the returns they bring *you*.

Make your printed salesmen *profitable* by employing the facilities of a trained organization with years of experience in *selling* by the printed word.

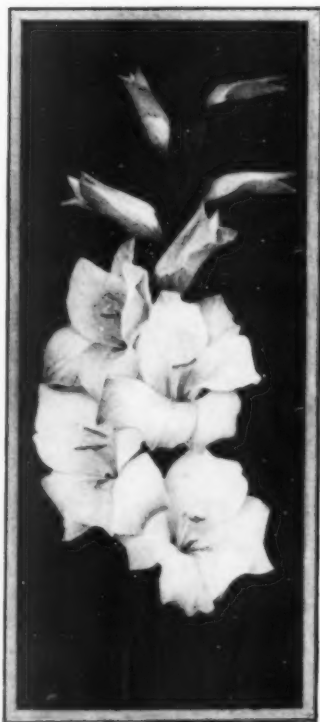
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"no more" and often "less." Consult us at once.*

THE GENESEE PRESS, Inc.

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*Complete facilities for the production of
Horticultural Sales Literature*

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ROCHESTER, N. Y.



(See the other side please)

THE COMPLETE *Organization* *for Horticultural Sales* *Promotion*

FOR many years the Genesee Press has been successfully serving the Horticultural field. During this time they have built a well-deserved reputation for reproductions in true natural colors. Two years ago this organization became a part of The Case-Hoyt Corporation, one of the country's outstanding Direct Mail producers, who number among their clients several of the country's large advertisers. The combining of these two organizations places at the disposal of nurserymen and seedsmen an expert organization complete in all the essentials for producing *printed salesmen*.

Library of Color Cuts

Nearly a thousand original full color plates and over a thousand black and white illustrations comprise the plate library that is available for use (without charge) to clients of the Genesee Press.

In Step with the Times

This large library of plates is being continually added to. Merchandise trends are closely watched, new varieties are constantly being put into color plate form to have available for our clients the "new" and "going" numbers in full natural colors.

Expert Color Reproductions

The artistry of the Genesee Press, combined with the acknowledged color excellence of The Case-Hoyt Corporation, assures reproduction in the true natural colors that awake admiration and create the desire so necessary for sales.

Do You Receive Inspirations?

"*Genesee Inspirations*"—a breezy little publication that contains valuable sales information for nurserymen and seedsmen, is issued monthly by the Genesee Press. Do you receive it? If not, sign and mail this coupon to us—you will receive it monthly, without obligation of course.

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Atlantic City National Flower Garden Pageant

To Be Two and One-Half Times as Large as Last Year's Initial Event—Nursery Concerns Prominent in the Exhibits—Details

Considering that it will be nearly two-and-one-half times as large as last season's initial effort, everything points to a highly successful Second National Atlantic City Flower and Garden Pageant this year. This colorful fragrant event will be staged in the auditorium of the New Jersey resort September 4-10 which dates include Labor Day. The fact that it is the largest auditorium in the world and that the main floor space, for the most part, already has been allotted to exhibitors, assures a truly splendid display.

The calibre of the professional growers exhibiting and competing indicates thoroughly high quality display throughout. Among the New Jersey firms entered are Bobbink & Atkins, Koster & Company, Lovett's Nurseries, Totty's Nurseries, Beaux Arts Nurseries, Dahliael Nurseries, Charles Fisher and others. Pennsylvania is well represented with H. A. Dreer, Michells' Seed House, W. Atlee Burpee, Joseph C. Neidlinger Co., all of Philadelphia; B. F. Barr's Nurseries, Lancaster; Echo Dale Gardens, Norristown, Curtice C. White, Hatfield; Conard-Pyle Co., West Grove, and others. There will be a goodly representation of metropolitan firms as well as many from distant cities.

Among the outstanding trade exhibits is that of A. E. Kunderd of Goshen, Indiana, who will present one of the most impressive displays of gladiolus ever afforded. This will be on the stage of the auditorium, which is the largest stage ever built. It is estimated that 75,000 spikes will be used for this one exhibit.

Elmer E. Gove, gladiolus specialist of Burlington, Vt., will offer a large array of the latest gladiolus novelties from all parts of the world.

Aside from the trade angle, the show will have numerous other interesting features which will mean business for wholesalers. The annual exhibition and meeting of the Garden State Horticultural Society, the Stage Shows of the Dahlia Society of New Jersey, the New Jersey Gladiolus Society, and others, will attract many actual buyers of stock. In addition to those, there are more than one hundred garden and specialty clubs participating, the aggregate membership of which numbers thousands. In all

Breeding New Strawberries

Recently a group of 50 strawberry growers and staff members of the U. S. Dept. Agriculture attended the first annual field day at Bell, Md., and inspected the small fruit breeding work. Approximately five hundred hybrids of strawberries are growing at the station. The Blakemore strawberry, which is proving unusually popular in the Southeast, is a creation of Dr. George M. Darrow and George F. Waldo, department



DR. EUGENE C. AUCHTER
Principal Horticulturist, U. S. D. A.

pomologists and was bred at Bell. Among those at the field day inspection were Dr. Eugene C. Auchter, principal horticulturist and Dr. William A. Taylor, chief of the Bureau of Plant Industry.

probability, from the number of entries in trade space reservations and those tentatively made, the exposition will overflow into the entrance corridors leading to the main auditorium. These will be suitably equipped for such exhibits.

The trade—especially those members who may never have been to Atlantic City—will do well to bear in mind one important point; namely, that thousands of people who own fine estates, large and small, in many parts of the country, will be in Atlantic City over the Labor Day period. It should be remembered also that thousands of these are executives into whose business horticulture may be materially extended—everything from beautifying factory grounds to potted plants and cut flowers for offices and salesrooms. They also are good prospects for garden accessories. Many of these executives are accompanied by their wives and families and while, ordinarily, a man might not be inclined to visit a Flower Show, in many cases, he goes to please the wife or feminine members of his party, and while

in Atlantic City he carries a check book with him. Furthermore, thousands who go to Atlantic City are not intent upon whoopee parties and night life. They are there for the invigorating air, bathing, beach sports, golf, etcetera, and for this class of people, the Garden Pageant has a decided appeal.

Special excursions are being arranged to converge at the Show from numerous distant points, and, in addition to the numerous Labor Day visiting list, which Atlantic City entertains each season, a mighty attendance is looked for.

Information regarding entries may be obtained from J. W. Johnston, 382 Bourse Bldg., Philadelphia, Pa.

Elm Patent Pending—North Platte Nurseries, North Platte, Neb., announce a new variety, Weeping Chinese elm (*Ulmus pumila, gracilis pendula*), the branches and leaves of which are declared to be finer and the effect to be a graceful drooping. A patent application is pending. Says President Emil Merscheid:

"During the coldest spring weather we had this year there were thousands of trees of all kinds including Chinese elms and especially weeping willows, up to now our fastest growing weeping tree, that froze out and for that reason we think it especially remarkable that our new Weeping Chinese elm did not lose an eye or branch, in fact walked through without a scratch. This convinces us that our new tree combines both beauty and hardness and far exceeds other varieties of weeping trees in value."

We are advised as follows by L. F. Burrows, secretary-treasurer of the Canadian Horticultural Council, in re: "Value for Duty Nursery Stock:"

"The following Appraisers' Bulletin issued under date of June 1st is quoted for your information: The Honourable the Minister of National Revenue has ordered that the values fixed on Nursery Stock and set forth in Appraisers' Bulletin No. 3672 dated the 4th December, 1930, are not to apply and shall be held not to have applied to Nursery Stock imported and entered on or before the 1st July, 1931."

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Save Buds, Time and Money

During the 1930 drought we budded 400,000 Apple and Peach using budding strips and obtained excellent stands. On 25,000 we used raffia and lost all. In the future we expect to use budding strips exclusively.

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1 to 25 lbs. @	\$1.25 per lb.
25 to 50 lbs. @	.95 per lb.
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We offer for delivery Fall 1931, strong selected seedlings absolutely true to type

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30 State St., Rochester, N. Y.

Nurserymen Reply to Criticism of Plum Sorts

Older Varieties Are Still Listed Because of Many Calls Therefor, Say Lovett Nurseries—Japan Sorts Desirable for Growth in Virginia

Fruit specialists at the New York State Experiment Station, Geneva, in April declared:

"So long as Nurserymen persist in propagating and selling such varieties of plums as Burbank, Grand Duke, Lombard, etc., plum growing can never hope to regain the place it once held in America. The chief reason for the decline of the plum is the lack of good varieties and also the distribution by Nurserymen of sorts that are all but worthless for any purpose." [A. N. Apr. 15, p. 161]

Many Inquiries for the Old Sorts
Editor American Nurseryman:

The reason why we still offer some of the older varieties of plums is because some of these sorts give more satisfactory results in some sections of the country than do the newer varieties. In any event, we still receive many inquiries for such varieties of plums as Burbank, Grand Duke and Lombard.

Since we are desirous of being able to supply practically all of the varieties called for by our patrons, we, quite naturally, continue to grow these sorts.

LOVETT'S NURSERY,
Little Silver, N. J. C. V. Lovett

Virginia Conditions
Editor American Nurseryman:

Our state has not as a rule been interested largely in producing plums for commercial purposes. While in and about the section of our orchard in Albemarle County some good plums are always grown—both Japan and American varieties—here at Richmond, other than Damsons, no great number of plums are planted. While we have always sold a limited number of plums we find some of the Japan sorts are quite desirable for home use; and with proper attention and spraying good results are obtained. The wild native sorts in our Blue Ridge Mountains are considered very good indeed though, as stated, our state has not grown plums to any extent for commercial purposes. We should think that there are some of the Japan sorts well worth planting.

W. T. HOOD & CO.

Richmond, Va.

New York state was second to Michigan in the total number of acres reforested in 1930, according to recent figures released by the United States department of agriculture. Michigan planted 38,302 acres, New York 24,250, and Pennsylvania 18,048 acres to public and private forests.

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Desires connection with reliable nursery. Experience: 25 years in agency, mail order and wholesale work. Capable of taking complete charge of office business. Clean record. High class trade references. Age 48. Good health.

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Lawrence, Kan.

ALABAMA NURSERYMEN'S ASSOCIATION

H. A. Pauley, Birmingham, Secy.

Members of the Alabama Nurserymen's Association held their annual meeting in Mobile June 10-11 at the Cawthorn Hotel. Among the topics discussed was the Alabama Nursery Inspection Law. Sam Lackland, originator of the Azalea Trail idea, in 1928 in Mobile said Nurserymen of the state had directly benefited by the publicity given to azalea planting. He urged the necessity for strict observance of the Alabama inspection regulations and suggested that three or four inspections rather than one would be desirable.

Members of the association enjoyed fishing off Bayou La Batre at the close of the sessions.

Oregon Nurserymen's Association annual picnic was held June 24 at Grant Park, Portland. All Nurserymen in Portland that day were invited to attend. Committee in charge: B. A. Mitchell, Paul Doty, John Michelson, Ray Simpson.

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Rochester, N. Y.

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A-105, c/o American Nurseryman

Obituary

David Knight

David Knight, Sawyer, Mich., and later of Tharr, Tex., died at the latter place June 5, aged 81. He was a pioneer of his community in Michigan, one of the founders of the small fruits Nursery business of Berrien County.

The Nursery founded in Sawyer by Mr. Knight in 1895 is operated by his son, Arthur R. Knight under the firm name of David Knight and Son.

David Knight was born in Cornwall, England, May 31, 1850. When 19 years old he came to this country. For many years he was postmaster in Sawyer, was active in local and county politics, serving on numerous committees and promoting and supporting all business and civic interests until he was regarded as one of Sawyer's most valued pioneer residents. For 12 years he had resided in the Rio Grande Valley of Texas where he owned a small citrus farm.

Elmer Short, Grove Street Greenhouses, Bluffton, O., has leased land for Nursery purposes.

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SPHAGNUM MOSS, in standard bales 60c each, 5% off for cash. Let us quote price on large lots. FIELD BROS., PRAY, WIS.

SPHAGNUM MOSS, Fresh, clean burlapped bales 75c. Wild Rice and Aquatic Plants. Minnesota Wild Rice Co., Laporte, Minn.

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MANURES AND FERTILIZERS, by Homer J. Wheeler. Pages 389. Illustrated. \$2.65 postpaid. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

AZALEAS and CAMELIAS by H. Harold Hume. Covers varieties, care and cultivation. \$1.50 postpaid. American Fruits Pub'g. Co., P. O. Box 124, Rochester, N. Y.

ROSES, by F. F. Rockwell. This book is especially adapted for recommendation to planters who seek information on caring for their rose plants. The book is designed to be used right with rose catalogues and growers' lists. \$1.00 postpaid. American Nurseryman, Rochester, N. Y.

LIST OF 160 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening, six books on Rock Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124.

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WITH your Special Business Announcement in the forthcoming semi-monthly editions of the lively

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"It keeps goods moving. It inspires confidence. It creates or augments good will. In order to accomplish these beneficent results, advertising must strike the public consciousness unremittingly. Any abrupt hiatus, any extended absence of the advertiser's message may be disastrous."—Dr. Julius Klein, Assistant Secretary of Commerce, Washington, D. C.

FORMS FOR JULY 15th ISSUE CLOSE JULY 6th-8th

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For walls
rockeries
pools
slopes
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535
new plants
introduced in

Anderson McCully's new book
**American Alpines
in the Garden**

A key to sure success with the beautiful plants native to the Pacific coast. With it you can easily select many different kinds to beautify your garden.

Each one of 535 plants is described so that you can tell quickly if it is suited to your conditions. Full details of size, growing habit, foliage, preferred soil and exposure, and the size, color and number of blooms.

Explicit directions for making a rock garden, preparing a moraine, using water features, growing from seed, purchasing, and transplanting. A leading authority calls these "decidedly the best I have ever read."

19 photographs; 262 pages
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HOWARD BARNES OF NEWTON, IA.,
KNOWS IT PAYS TO—



Become a—
**LANDSCAPE
ARCHITECT**

He writes: "Since taking your course I have bought a small Nursery of my own, and I feel you have helped me a long way on the road to success in the work I have chosen."

Howard Barnes

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In less than one year, and without interfering with your present work, we can prepare you to enter this profitable, uncrowded field.

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Use Perfection Markers and be absolutely certain!
A trial will prove their worth.

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S-W SUPPLY CO. Nursery-Plot-Row-Markers
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By L. R. Ramsey
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You will find plenty of ideas and short cuts in the pictures of actual pools, its clear construction drawings, and its understandable directions on design, construction, and planting.

Your former customers are your prospects. This book is just the kind of help you need to go out and get more business from them.

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Construction Care of Plants
Water Plants Pets for the Pool

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ADVANCE OFFERING FOR FALL 1931 — SPRING 1932

Hill's Evergreens

For the benefit of early buyers who want to take advantage of the complete assortment and low prices, we have prepared this preliminary price list. Sizes are estimated in advance, according to our best judgment and are subject to change when inventory is complete.

Reservations will gladly be made now and stock held for you, to be delivered during September or October, or Spring 1932.

ONCE AND TWICE TRANSPLANTED EVERGREENS

This class of stock is especially recommended for growing on. All have been once and twice transplanted, which produces a well developed root system, insuring good stands.

For lining out purposes, these sizes are the most satisfactory and economical. Our customers tell us they show a splendid return on their investment. Evergreens are always in good demand and increase in value each year.

				Each Each				Each Each				GRAFTED EVERGREENS			
				100 1000				100 1000				(grafts)			
ABIES (Fir)												Spring Delivery Only			
Balsamea	4- 6"	x .04	.03	PINUS (Pines)											
Balsamea	8-10"	xx .08	.07	Mughus				6- 8"	xx .10	.08					
Concolor	x .16	.14		Mughus				8-10"	xx .20	.18					
Frazeri	4- 6"	x .06	.04	Nigra				8-10"	x .10	.08	JUNIPERUS (Junipers)				
Homolepis	4- 6"	x .06	.04	Nigra				10-12"	x .12	.10	Chin. albovariegata				
CHAMAECYPARIS (Retinospora)				Nigra				18-24"	xx .50	.40	Chin. pyramidalis blue				
Plisifera filifera	10-12"	xx .20	.18	Ponderosa scopulorum				8-10"	x .07	.05	Chin. pyramidalis green				
JUNIPERUS (Junipers)				Strobilus				8-10"	x .08	.06	Chin. sargentii blue				
Chinensis	10-12"	xx .17	.15	Strobilus				10-12"	x .12	.10	Chin. sargentii green				
Chinensis	12-18"	xx .20	.17	Strobilus				12-18"	xx .25	.20	Com. depressa (Vase shaped)				
Chinensis	18-24"	xx .40	.35	Strobilus				18-24"	xx .30	.25	Com. depressa aurea				
Chinensis pfitzeriana	4- 6"	x .12	.10	Sylvestris				10-12"	xx .12	.10	Com. depressa prostrata				
Chinensis pfitzeriana	8-10"	xx .20	.18	Sylvestris				12-18"	xx .20	.15	Japonica				
Chinensis pfitzeriana	10-12"	xx .25	.23	Tanyosho				10-12"	xx .75	..	Japonica nana				
Chinensis pfitzeriana	12-18"	xx .50	.45	PSEUDOTSUGA (Fir)								Sabina horizontalis			
Chin. pyramidalis blue	12-18"	xx .85	..	Douglas				8-10"	xx .10	.08	Sabina von ehron				
Chin. pyramidalis green	12-18"	xx .75	..	Douglas				10-12"	xx .12	.10	Moonlight				
Communis depressa	8-10"	xx .15	.14	Douglas (Field)				2-2 1/2"	xx .15	.13	Blue Moon				
Communis depressa	10-12"	xx .20	.19	Douglas (Field)				12-18"	xx .25	.23	Hill's Silver				
Communis depressa aurea	8-10"	xx .35	..	Douglas (Field)				18-24"	xx .35	.33	Squamata meyeri				
Com. depressa plumosa	6- 8"	xx .20	.17	TAXUS (Yew)								Squamata variegata			
Com. depressa plumosa	8-10"	xx .25	.22	Cuspidata				4- 6"	x .15	.13	Virginiana				
Com. depressa prostrata	8-10"	xx .35	.35	Cuspidata				6- 8"	xx .30	.25	Virginiana elegantissima				
Communis hibicica	10-12"	xx .14	.12	Cuspidata nana				6- 8"	xx .35	.30	Virginiana glauca				
Communis suecica	6- 8"	xx .12	.10	Cuspidata nana				8-10"	xx .50	.45	Hill Dundee				
Excelsa stricta	6- 8"	xx .12	.10	THUYA (Arborvitae)								Virginiana schottii			
Excelsa stricta	8-10"	xx .16	.14	Occidentalis				6- 8"	xx .07	.05	PICEA (Spruce)				
Excelsa stricta	10-12"	xx .40	..	Occidentalis				10-12"	xx .09	.07	Pungens kosteri				
Horizontalis douglasii	6- 8"	xx .15	.14	Occidentalis				18-24"	xx .25	.20	PINUS (Pines)				
Horizontalis douglasii	8-10"	xx .20	.19	Occidentalis				2- 3'	xx .30	.25	Tanyosho				
Japonica	8-10"	xx .25	.23	Occi. conica densa				8-10"	xx .20	.15					
Japonica sylvestris	4- 6"	x .09	.07	Occi. douglasii aurea				8-10"	xx .15	.13	EVERGREEN SEEDLINGS				
Sabina	8-10"	xx .20	.18	Occi. douglasii aurea				10-12"	xx .25	.23	(2 and 3 years)				
Sabina horizontalis	6- 8"	xx .20	..	Occi. doug. pyramidalis				6- 8"	xx .16	.14	Each Each				
Sabina horizontalis	8-10"	xx .25	..	Occi. doug. pyramidalis				8-10"	xx .20	.15	100 1000				
Sabina pyramidalis	8-10"	xx .25	..	Occi. doug. pyramidalis				12-18"	xx .50	.45	ABIES (Fir)				
Sabina von ehron	8-10"	xx .25	..	Occi. globosa				6- 8"	xx .15	.10	Concolor				
Scopulorum	8-10"	xx .20	.18	Occi. globosa				8-10"	xx .30	.25	JUNIPERUS (Juniper)				
Scopulorum	10-12"	xx .25	.23	Occi. little gem				6- 8"	xx .25	.20	Chinensis				
Hill's Silver	12-18"	xx .75	..	Occi. lutea				8-10"	xx .20	.15	Chinensis				
Squamata green	8-10"	xx .25	..	Occi. pyramidalis				8-10"	xx .12	.10	Chinensis				
Virginiana	18-24"	xx .40	.35	Occi. pyramidalis				10-12"	xx .35	.33	Communis				
Virginiana	2-2 1/2"	xx .65	.60	Occi. pyramidalis				12-18"	xx .35	.30	Communis depressa				
Virginiana cannarti	12-18"	xx .75	..	Occi. pyramidalis				18-24"	xx .40	.35	Scopulorum				
Virginiana glauca	12-18"	xx .75	..	Occi. pyramidalis				2-2 1/2"	xx .55	.50	Virginiana				
Virg. kosteri horiz.	8-10"	xx .20	.18	Occi. recurva				6- 8"	xx .15	.13	LARIX (Larch)				
Virg. pyramidalis	8-10"	xx .25	.20	Occi. recurva nana				8- 8"	xx .40	.35	Europea				
PICEA (Spruce)				Occi. rosenthalii				6- 8"	xx .12	.10	PICEA (Spruce)				
Canadensis	8-10"	xx .08	.06	Occi. rosenthalii				8-10"	xx .15	.13	Canadensis				
Canadensis	10-12"	xx .09	.07	Occi. rosenthalii				10-12"	xx .25	.20	Excelsa				
Canadensis	12-18"	xx .15	.13	Occi. spicata alba				8-10"	xx .20	.15	Pungens				
Canadensis	18-24"	xx .22	.20	Occi. wareana				6- 8"	xx .13	.11	PINUS (Pines)				
Canadensis albertiana	6- 8"	xx .10	.08	Occi. wareana				8-10"	xx .15	.13	Banksiana				
Canadensis albertiana	8-10"	xx .12	.10	Occi. wareana				10-12"	xx .20	.18	Excelsa				
Canadensis albertiana	10-12"	xx .19	.17	Occi. woodwardi				12-18"	xx .35	.30	Ponderosa scopulorum				
Excelsa	8-10"	x .07	.05	Occi. woodwardi				8-10"	xx .15	.10	Ponderosa scopulorum				
Excelsa	10-12"	xx .08	.06	Occi. woodwardi				8-10"	xx .20	.15	Strobilus				
Excelsa	12-18"	xx .11	.09	Occi. woodwardi				10-12"	xx .30	.25	Strobilus				
Excelsa	18-24"	xx .16	.14	TSUGA (Hemlock)								Sylvestris			
Pungens	6- 8"	xx .15	.13	Canadensis				4- 6"	xx .08	.06	Sylvestris				
Pungens	8-10"	xx .20	.18	Canadensis				8-10"	xx .20	.18	PSEUDOTSUGA (Fir)				
				Canadensis				10-12"	xx .30	.28	Douglasii				
												4- 6" x .04 .03			
												4- 6" x .05 .04			
												8-10" x .06 .05			
												6- 8" x .03 .02			
												8- 8" x .05 .03			
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